



connections to work. Moreover, just as motorbikes require gas, human beings require “fuel” (coffee) too. Elsewhere, Nina and her friend Klara Teahan also narrated the story behind the brand and each coffee blend and they came up with the idea behind each of the illustrations. Watson brought this all together to create coffee bags and other branded products, including a range of merchandise.

Their house blend, Cheeky Monkey, is named after their firstborn, and the packaging illustration depicts a house that pays homage to a brand started at home, as well as signifying that it is their house blend. Their Fellowship Drive blend commemorates moving into their headquarters on a road of the same name. It is illustrated with coffee plants, telling a story of growth: starting from very little and growing organically, just like their flourishing business.